



CENTER CITY DEVELOPMENT & OPERATIONS

City Council Agenda #15

Main Plaza Conservancy Management and Programming Agreement

John Stevens
Assistant Director
April 10, 2025



Background

- City has contracted with Main Plaza Conservancy (MPC) to manage Main Plaza since 2008
- The 6-yr agreement executed in 2018 has expired
- City and MPC have negotiated a five-year extension

5-yr Funding Agreement

- The City will provide a total of \$250,000 in annual funding to support Main Plaza Conservancy
 - \$200,000 annually from CCDO's General Fund budget to support programming and management of the plaza.
 - \$50,000 from HOT through Arts & Culture to support production of the SAGA.



Capital Project Summary



- Project Budget: \$10 million
- Status: Completed Conceptual Design
- Project Scope:
 - Improved pedestrian access and routing
 - Landscape and irrigation improvements
 - Restroom renovations
 - Drainage improvements
 - Pedestrian lighting enhancements
 - Shade structure

Additional Scope to be Funded by MPC

- The Conservancy has agreed to fundraise an additional \$5 million to fund additional improvements
- Additional Scope:
 - Approx. 2,400 sq ft food and beverage building
 - A flexible covered seating area for outdoor dining and events
 - New rigging/support structure for the SAGA projectors



MPC Fundraising Commitment

- Fundraising schedule is based on the following.

Date	Amount to be Fundraised
April 10, 2025	\$200,000
August 31, 2025	\$2,200,000
December 12, 2025	\$3,700,000
June 20, 2026	\$5,000,000

- MPC will provide \$200,000 to fund their portion of design upon Council approval of this funding agreement.
- City will implement the capital project without the additional scope items should MPC not meet the fundraising commitments from the agreement.

Recommendation



- Staff recommends approval of the 5-yr Main Plaza Management Agreement



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